“Data mining is a business process for exploring large amounts of data to discover meaningful patterns and rules.” (Linoff, Berry, 2011). Data mining is always in progress and starts collecting data, analyzing data, and can elicit other processes, also obtains information, and data resulting can be used in other data mining. Companies take advantage of data mining to make better business decisions.

In the past was known as “knowledge discovery, business intelligence, predictive modeling, predictive analytics” (Linoff, Berry, 2011). The process involves big amounts of data in terms of terabytes, and millions of customers. Companies can discover data patterns with the use of data mining that can stir them in the right business direction.

The use of data mining can be good for Customer Relationship Management to know better customers and to establish a service oriented business, to create a product out of information, and to make money. By known customers through data mining is a good way to take advantage of new opportunities customers offer.

References

Linoff, G. S., & Berry, M. J. A. (2011). Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management (3rd ed.). Indianapolis, IN: Wiley Publishing, Inc.